SIKKIM

GOVERNMENT GAZETTE

EXTRAORDINARY
PUBLISHED BY AUTHORITY

Gangtok | **Monday 12th August 2024** | **No. 391**

INFORMATION AND PUBLIC RELATIONS DEPARTMENT
GOVERNMENT OF SIKKIM
SOOCHNA BHAWAN, TADONG

No: 09/IPR/24-25 **Dated: 03.08.2024**

NOTIFICATION

The State Government is hereby pleased to notify the following to further amend the Advertisement Policy issued vide Notification No: 24/IPR/06-07 dated: 10.10.2006 and Notification No: 10/IPR/13-14 dated: 04.09.2013, herein as under :-

For the clauses 1 (a) and (b) and 2 (a) and (b) of Para 13 (Advertising Rates) of the said Advertisement Policy, the following shall be substituted, namely;

13. ADVERTISING RATES:		
1. Classified:		
(a)	Daily local newspaper / periodicals/ journals etc.	₹ 100/- per column centimeter for Black and White and for colour 1½ times of Black and White or negotiated rates with concession / special rebate, whichever is less.
(b)	Bi-Weekly / weekly / fortnightly / local newspapers / periodicals /journals etc.	₹ 80/- per column centimeter for Black and White and for colour 1½ times of Black and White or negotiated rates with concession / special rebate, whichever is less.

2. Display:			
(a) Local Daily Newspapers:			
Sl. No	**Size**	**Rates**	
		Black and White	**Colour**
(i)	Full page	₹ 40,000/-	₹ 55,000/-
(ii)	Half page	₹ 20,000/-	₹ 25,500/-
(iii)	Quarter page	₹ 12,000/-	₹ 15,000/-